



**City of Scottsdale  
Tourism Development Commission  
Regular Meeting  
8:00 a.m., Tuesday, January 20, 2015  
Kiva Forum-City Hall  
3939 N. Drinkwater Boulevard  
Scottsdale, Arizona 85251**

**Marked Agenda**

**1. Call to Order/Roll Call -8:04AM**

David Scholefield, Chairperson  
Tom Enders, Vice-Chairperson  
Camille Hill  
Ace Bailey

Ren Hirose  
Robert McCreary  
Carl Grupp

**2. Approval of Minutes**

Commission discussion and recommendation to approve the December 16, 2014 special meeting minutes and the December 16, 2014 work study meeting minutes.

**COMMISSIONER BAILEY MOVED TO APPROVE THE MINUTES OF THE DECEMBER 16, 2014 SPECIAL MEETING AND THE DECEMBER 16, 2014 WORK STUDY MEETING. COMMISSIONER HIROSE SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

**3. Manager Reports**

Staff Contact: Steve Geiogamah, Tourism Development Manager

- a. Staff Bed-Tax Collection Report
- b. Bed Tax Proforma
- c. Smith Travel Report
- d. Program Updates

**4. TDC Work Study Meeting Follow-Up**

Commission discussion and possible recommendation regarding follow-up items from the December 2014 work study session

Staff Contact: Steve Geiogamah

**5. Tourism Development Commission Annual Report**

Commission discussion and possible recommendation regarding TDC annual report

Staff Contact: Steve Geiogamah

**COMMISSIONER HIROSE MOVED TO APPROVE THE ANNUAL REPORT AS AMENDED. COMMISSIONER McCREARY SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**



**6. Baseball City Event-New Event Funding Proposal**

Commission discussion and possible recommendation regarding the 2015 Baseball City Event funding proposal.

Presenter: Michael Orefice, Mike McCarthy, TLA The legacy Agency

Staff Contact: Steve Geiogamah

**COMMISSIONER ENDERS MOVED TO APPROVE FUNDING UP TO \$75,000 FROM THE ONE-TIME COMMITMENT FUNDS. COMMISSIONER HILL SECONDED. THE MOTION CARRIED BY A VOTE OF SEVEN (7) TO ZERO (0).**

**7. Tourism Related Capital Projects Evaluation Process**

Commission discussion and possible recommendation regarding tourism-related capital projects evaluation process.

Staff Contact: Steve Geiogamah

**8. ESPN FanFest Event Update**

Commission update and discussion regarding the 2015 ESPN FanFest Event.

Presenter: Emily Ginzl, Senior Manager, Marketing, Scottsdale Fashion Square, Kate Birchler, Senior Manager, Marketing, Scottsdale Fashion Square

Staff Contact: Steve Geiogamah

**9. Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

**10. Public Comment**

Citizens may address the members of the Tourism Development Commission during “Public Comment.” This time is reserved for citizen comments regarding non-agendized items.

However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

**11. Adjournment -9:25AM**

**Next scheduled meeting is February 17, 2015**

